

CLAIMS

What is claimed is:

1. A method for referring a real estate buyer from a referring real estate broker to a listing real estate broker through a collective listing organization, comprising the steps of:

- storing a plurality of real estate listings from the listing real estate broker in a database managed by the collective listing organization;
- displaying the plurality of real estate listings from the database to the real estate buyer through a broker web site associated with each referring real estate broker;
- recording a personal showing time entered by the real estate buyer viewing the plurality of real estate listings;
- sending the personal showing time to the listing real estate broker;
- paying the collective listing organization a commission when the real estate buyer purchases real estate based on the personal showing time from the listing real estate broker.

2. A method as in claim 1, further comprising the step of paying a commission to both the referring real estate broker and the collective listing organization when the real estate buyer purchases a real estate listing from the listing sales broker based on the personal showing time provided to the listing real estate broker.

3. A method as in claim 1, further comprising the step of allowing the real estate buyer to request a personal showing time that is selected from the showing times consisting of morning, midday, evening, or a specific time, if desired.

4. A method for referring a real estate buyer from a referring real estate broker to a listing real estate broker through a collective listing organization, comprising the steps of:

storing a plurality of real estate listings from the listing real estate broker in a database managed by the collective listing organization;

displaying the plurality of real estate listings to the real estate buyer from the database through a web site for the referring real estate broker;

recording referral information entered by the real estate buyer who views the plurality of real estate listings;

contacting the real estate buyer to determine whether or not they are a qualified referral;

sending the referral information to the listing real estate broker if the real estate buyer is a qualified referral;

paying the collective listing organization a commission when the real estate buyer purchases real estate from the listing real estate broker.

5. A method as in claim 5, wherein the step of contacting the real estate buyer further comprises the step of contacting the real estate buyer to determine that the referral information includes valid contact information.

6. A method as in claim 5, wherein the step of contacting the real estate buyer further comprises the step of contacting the real estate buyer and determining whether the buyer wants contact from the listing real estate broker's sales agent, or any other real estate broker's sales agent.

7. A method as in claim 5, wherein the step of contacting the real estate buyer further comprises the step of contacting the real estate buyer and determining whether the buyer is planning on purchasing real estate in the near future.

8. A method as in claim 5, wherein the step of contacting the real estate buyer further comprises the step of contacting the real estate buyer and determining whether the buyer is planning on purchasing real estate within the next three months.

9. A method as in claim 5, further comprising the step of paying the referring real estate broker a portion of the commission for electronically referring the real estate buyer to the listing sales broker, when the previously qualified real estate buyer purchases a property from the listing real estate broker.

10. A method as in claim 5, wherein the step of contacting the real estate buyer further comprises the step of contacting the real estate buyer to determine when the real estate buyer is available to meet with a broker's sales agent.

11. A method as in claim 5, wherein the step of contacting real estate buyers to determine whether or not they are qualified referrals, further comprises only contacting real estate buyers that are referrals from the referring real estate broker to the listing real estate broker.

12. A method as in claim 5, wherein the step of contacting the real estate buyer to determine whether or not they are a qualified referral, further comprises contacting real estate buyers which are a referral from the referring real estate broker to the listing real estate broker, and leads that are owned by the listing real estate broker.

13. A real estate referral system for referring a real estate buyer from a referring real estate broker to a listing real estate broker through a collective listing organization, comprising
a database to store a plurality of real estate listings from a listing real estate broker
wherein the database is managed by the collective listing organization;

a graphical user interface coupled to the database for displaying the plurality of real estate listings to the real estate buyer;

a web site for the referring real estate broker that is linked through the graphical user interface to the database;

a referral engine to record referral information from the real estate buyer, who accesses real estate listings through the referring real estate broker's web site, to transfer the referral information to a listing real estate broker; and

wherein a commission is paid to the collective listing organization when the real estate buyer purchases real estate from the listing real estate broker.

14. A real estate referral system as in claim 15, wherein the collective listing organization is paid one half of a referral fee that is owed by the listing real estate sales broker to the referring real estate broker when the real estate buyer purchases a property from the listing real estate broker, as a result of the referral information sent to the listing real estate broker.

15. A real estate referral system as in claim 16, wherein the collective listing organization is paid a referral fee of 12.5% of the commission from a sale of the real estate listing to the real estate buyer.